YAŞAR UNIVERSITY
COURSE SYLLABUS

Graduate School/Faculty/School	**Faculty of Science and Letters**					
Department/Program	**Science Culture**					
Course Title	**Course Code**	**Semester**	**Course Hour/Week**		**Yaşar Credit**	**ECTS**
			Theory	**Practice**		
Foundations of Entrepreneurship	UMFD 1110	SPRING	**2**	**0**	2	2

Course Type	
1. Compulsory Courses	**X**
2. Program Elective Courses	
3. Faculty / Vocation School Elective Courses	
4. Distance Learning Courses	
5. Modern Languages Courses	
6. Compulsory YÖK Courses	
7. University Elective Courses	
8.Prerequisite Courses	
9.Course Adaptation	

Language of Instruction	English
Level of Course	Associate Degree (Short Cycle) x **Undergraduate (First Cycle)** Graduate (Second Cycle) Doctoral Course (Third Cycle)
Special Pre-Conditions of the Course (recommended)	

Course Coordinator	Assist. Prof. Dr. Ethymia STAIOU
Course Instructor(s)	Assist. Prof. Dr. Ethymia STAIOU
Course Assistant(s)/Tutor (s)	
Aim(s) of the Course	The course aims to equip students with the fundamental knowledge and skills needed to think and act entrepreneurially. It fosters an entrepreneurial mindset by developing creativity, problem-solving, and opportunity recognition abilities. Students will learn to identify market needs, create value-driven solutions, and navigate the challenges of launching and managing a startup. By the end of the course, they will be able to transform ideas into viable business concepts and communicate them effectively.
Learning Outcomes of the Course	By the end of this course, students will be able to: 1. **Apply** critical thinking, creativity, and problem-solving skills to identify opportunities and generate innovative business ideas. 2. **Analyze** key entrepreneurship concepts such as business models, value creation, customer development, and market dynamics to validate and improve business ideas. 3. **Prepare** a business plan by applying basic financial knowledge and identifying funding options for startup initiatives.

	4. **Demonstrate** effective communication and pitching skills using storytelling, visual tools, and investor-focused presentation techniques. 5. **Assess** the ethical, social, and environmental implications of entrepreneurial decisions in various business contexts.
Course Content	The course introduces students to key entrepreneurship concepts, including opportunity recognition, idea generation, business modelling, and market analysis. It covers financial basics, strategic planning, and funding options, providing a comprehensive foundation for startup development. Through interactive exercises and case studies, students will refine their business ideas, develop a structured business plan, and master pitching techniques to engage stakeholders and potential investors.

COURSE OUTLINE/SCHEDULE (Weekly)			
Week	**Topics**	**Preliminary Preparation**	**Methodology and Implementation (theory,practice, assignment etc)**
1	Introduction to Entrepreneurship		Online studies / theory
2	Developing an Entrepreneurial Mindset		Online studies / theory
3	Opportunity Recognition and Ideation		Online studies / theory
4	Critical Thinking and Problem-Solving		Online studies / theory
5	Value Creation and Innovation		Online studies / theory
6	Ideas Generation and Validation		Online studies / theory
7	Building and Leading a Team		Online studies / theory
8	Midterm Exam Week		
9	Business Model Development		Theory and Practice
10	Scaling and Growth Strategies		Theory and Practice
11	Marketing and Customer Development		Theory and Practice
12	Financial Basics for Entrepreneurs		Theory and Practice
13	Funding Opportunities		Theory and Practice
14	Pitching and Presentation Skills		Theory and Practice
15	Pitching and Presentation Skills		Theory and Practice
16	Course Project Presentations/ Hackathon		Practice

Required Course Material (s) /Reading(s)/Text Book (s)	online.yasar.edu.tr
Recommended Course Material (s)/Reading(s)/Other	https://open.umn.edu/opentextbooks/textbooks/1111 https://oercommons.org/courseware/lesson/16187/overview http://repository.stikesrspadgs.ac.id/56/1/Enterpreneurship%20for%20everyone-257hlm.pdf https://www.g-wonlinetextbooks.com/cdn-1623356179152/entrepreneurship-2018/1 https://istart.yasar.edu.tr/

ASSESSMENT		
Semester Activities/ Studies	**NUMBER**	**WEIGHT in %**
Mid- Term		
Attendance / Participation		
Quiz / Short Exams		
Assignment (s)	7	40
Project	1	60
Laboratory		

Field Studies (Technical Visits)		
Presentation/ Seminar		
Practice (Laboratory, Virtual Court, Studio Studies etc.)		
Other (Placement/Internship etc.)		
Final Exam		
TOTAL		**100**
Contribution of Semester Activities/Studies to the Final Grade		40
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade		60
TOTAL		**100**

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	**Level of Contribution (1- lowest/ 5- highest)**				
		1	2	3	4	5
1	To identify changes in the surrounding world and compare, question and interpret data during the formation and advocacy of thought and decisions.				x	
2	To demonstrate skills in learning, critical thinking and reasoning about human behavior and experiences.					x
3	To show ability of gathering information from many sources to present a conclusive argument.					x
4	To demonstrate competence in reading and evaluating original scientific papers				x	
5	To recognize the significance of lifelong learning and use the learning skills and competences that developed in this program in other areas of life				x	
6	To demonstrate informational competence and the ability to use computers and other information technologies for many purposes				x	
7	To conduct a study/project independently or take charge in a teamwork and to take responsibility to formulate solutions for unpredictable, complex problems in the study/project				x	
8	To conduct efficient communication in oral and written forms within multi-cultural business environments					x
9	To formulate distinctive strategies through project management and innovative problem solving skills				x	
10	To be sensitive to social and individual problems with high consciousness of social responsibility					x

ECTS /STUDENT WORKLOAD				
ACTIVITIES	**NUMBER**	**UNIT**	**HOUR**	**TOTAL (WORKLOAD)**
Course Teaching Hour (14 weeks* total course hours)	14	Week	2	28
Preliminary Preparation and finalizing of course notes, further self- study		Week		
Assignment (s)		Number		
Presentation/ Seminars		Number		
Quiz and Preparation for the Quiz		Number		
Mid- Term(s)	1	Number	10	10
Project (s)		Number		
Field Studies (Technical Visits, Investigate Visit etc.)		Number		

Practice (Laboratory, Virtual Court, Studio Studies etc.)		Number		
Final Examination/ Final Project/ Dissertation and Preparation	1	Number	12	12
Other (Placement/Internship etc.)		Number		
Total Workload				50
Total Workload/ 25				2
ECTS				**2**

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)	
Students who do not successfully complete the Assignments before the given deadline cannot continue with the Project.	
STUDENT WITH DISABILITIES OR SPECIAL NEEDS	
Students with disabilities or special needs are encouraged to contact the instructor and the Unit for Student with Disabilities (http://eob.yasar.edu.tr/) for academic adaptations.	
ASSESSMENT and EVALUATION METHODS:	
Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation.	
PREPARED BY	Assist. Prof. Dr. Ethymia STAIOU
UPDATED	16/06/2025
APPROVED	